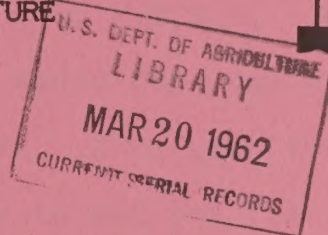


NODAK CROP INSURANCE NEWS

FARGO, NORTH DAKOTA

UNITED STATES DEPARTMENT OF AGRICULTURE



1962 Edition No. 1

January 30, 1962

Enclosed find the latest sales report we made up for Washington under date of January 25. Several counties show up very good. They got results and no doubt will get more before sales are closed. But, too many still show a minus from last year or a small plus not near enough to the quota given you by your District Director. The most important task agents have ever done is make sales now. There are only two months left at most to show that we are behind our management in this expansion program for Federal Crop Insurance that they are doing all they can to put across. Check this sales report and see if you think you are doing your share towards the 1962 Crop Insurance goal. Our office prepares a sales report for Washington twice a month and will include one with our Nodak News each time. North Dakota needs approximately 5000 more crops to make its minimum quota so there is no time to lose.

Your District Director assured me at our meeting last week that each of you would do your share. I ask you not to let him down as he has to get his share if the State meets its quota. Some of you are doing it so we know it can be done. This just proves that.

"SELF STARTERS ARE NEVER STOPPED"

We are also enclosing a release and an answer to our correspondence with Washington on the 1962 Wheat Diversion Acreage.

No doubt you have seen maps in papers showing the expected grasshopper infestation for 1962. Enclosed find a copy of that map furnished us by Mr. Wayne Colberg of N.D.S.U. He tells me that if you will visit the County Extension Agent for your county you may be able to get one of these maps in color. I've been told they are very eye catching so maybe you should try to get one for display in your office. Colberg says he had only a thousand printed and they are all sent out to the County Extension Agent to display in elevators and such places where farmers can see them. Try to get one.

Well now we are on the home stretch in sales. Come on step on the gas, it's NOW OR NEVER.

Remember, "THERE ARE MILLIONS OF REASONS FOR FAILURE, BUT NOT ONE EXCUSE".

You have also perhaps heard that the Branch Office will be moved to Kansas City this summer or by September 1st at the latest. A study was made of Branch and State Office operations by management experts from the Department of Agriculture and a lot of duplication was found.

Starting right now original copies of all FCIC forms will be filed in the State Office. The first copy we are to send to the Branch Office from which they will enter the data on the punch cards and then destroy the copies.

This means that all who make entries on Crop Insurance forms in the field or county offices must be sure that they make legible copies for the Branch Office to use. So press hard enough on the pencils to make good copies.

Let's see who makes the best showing now on our next sales report.

Think this over: "IF THE JOB DOESN'T MEAN MORE THEN THE PAY IT WILL NEVER PAY MORE".

STATUS OF 1962 SALES CAMPAIGN (AS OF JANUARY 25, 1962)

COUNTY	In Force 1961	Cancelled For 1962 Rec'd S.O.	Sales Received S.O.	In Force 1962 To Date	Gain or Loss
<u>(KING'S AREA)</u>					
Barnes	1,410	140	46	1,316	-94
Cass	1,626	201	23	1,448	-178
Dickey	572	143	39	468	-104
Griggs	248	40	55	263	+15
LaMoure	1,126	204	178	1,100	-26
Ransom	772	115	57	714	-58
Richland	1,118	92	28	1,054	-64
Sargent	556	139	31	448	-108
Steele	775	75	14	714	-61
Stutsman	2,196	242	200	2,154	-42
Traill	1,442	100	36	1,378	-64
TOTALS	11,841	1,491	707	11,057	-784
<u>(THEXTON'S AREA)</u>					
Benson	409	53	44	400	-9
Cavalier	696	85	55	666	-30
Eddy	173	33	30	170	-3
Foster	389	38	25	376	-13
Grand Forks	1,346	198	386	1,534	+188
Nelson	408	42	73	439	+31
Pembina	830	64	29	795	-35
Ramsey	761	82	117	796	+35
Towner	584	36	31	579	-5
Walsh	1,195	141	69	1,123	-72
TOTALS	6,791	772	859	6,878	+87
<u>(SCHONBERGER'S AREA)</u>					
Bottineau	1,278	32	158	1,404	+126
Burke	175	8	74	241	+66
Divide	221	15	68	274	+53
McHenry	357	27	43	373	+16
McLean	829	85	60	804	-25
Mountrail	309	15	227	521	+212
Pierce	564	25	98	637	+73
Renville	266	8	54	312	+46
Rolette	528	21	41	548	+20
Ward	1,254	78	273	1,449	+195
Williams	1,553	68	167	1,652	+99
TOTALS	7,334	382	1,263	8,215	+881

STATUS OF 1962 SALES CAMPAIGN (AS OF JANUARY 25, 1962)

COUNTY	In Force 1961	Cancelled For 1962 Rec'd S.O.	Sales Received S.O.	In Force 1962 To Date	Gain or Loss
<u>(OLSON'S AREA)</u>					
Burleigh	327	20	360	667	+340
Emmons	194	18	16	192	-2
Kidder	221	23	295	493	+272
Logan	234	12	84	306	+72
McIntosh	392	25	10	377	-15
Mercer	189	8	37	218	+29
Morton	511	42	138	607	+96
Oliver	156	13	20	163	+7
Sheridan	372	23	261	610	+238
Sioux	69	8	17	78	+9
Wells	408	46	28	390	-18
TOTALS	3,073	238	1,266	4,101	+1,028
<u>(MARKEL'S AREA)</u>					
Adams	155	41	20	134	-21
Bowman	74	22	24	76	+2
Dunn	162	50	11	123	-39
Golden Valley	151	17	1	135	-16
Grant	164	22	3	145	-19
Hettinger	215	40	105	280	+65
McKenzie	144	13	2	133	-11
Slope	81	22	7	66	-15
Stark	223	28	122	317	+94
TOTALS	1,369	255	295	1,409	+40
<u>(ALL AREAS)</u>					
King	11,841	1,491	707	11,057	-784
Thextan	6,791	772	859	6,878	+87
Olson	3,073	238	1,266	4,101	+1,028
Markel	1,369	255	295	1,409	+40
Schonberger	7,334	382	1,263	8,215	+881
TOTALS	30,408	3,138	4,390	31,660	+1,252

(TABLE 1) THE DATA OF THE FIRST PART OF THE

Year	1950	1951	1952	1953	1954
1	100	100	100	100	100
2	100	100	100	100	100

(TABLE 2)

Year	1950	1951	1952	1953	1954
1	100	100	100	100	100
2	100	100	100	100	100
3	100	100	100	100	100
4	100	100	100	100	100
5	100	100	100	100	100
6	100	100	100	100	100
7	100	100	100	100	100
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Year	1950	1951	1952	1953	1954
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(TABLE 3)

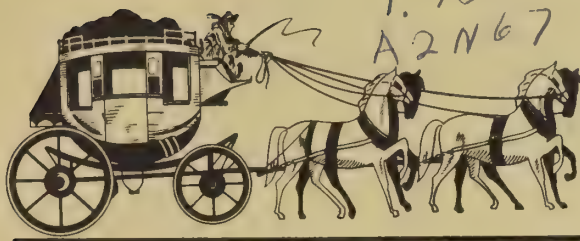
Year	1950	1951	1952	1953	1954
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2	100	100	100	100	100
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4	100	100	100	100	100
5	100	100	100	100	100
6	100	100	100	100	100
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9	100	100	100	100	100
10	100	100	100	100	100

Year	1950	1951	1952	1953	1954
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(TABLE 4)

Year	1950	1951	1952	1953	1954
1	100	100	100	100	100
2	100	100	100	100	100
3	100	100	100	100	100
4	100	100	100	100	100
5	100	100	100	100	100
6	100	100	100	100	100
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9	100	100	100	100	100
10	100	100	100	100	100

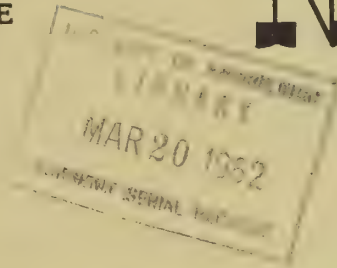
Year	1950	1951	1952	1953	1954
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NODAK CROP INSURANCE NEWS

FARGO, NORTH DAKOTA

UNITED STATES DEPARTMENT OF AGRICULTURE



1962 Edition No. 2

February 9, 1962

Weather has settled somewhat and most roads are fit to travel. That's fine as it takes travel and contacts to make sales. I was out two days this week. Attended a meeting in Minot with Director Schonberger and some of his agents. Visited various county offices on the way back. I am very pleased with the enthusiasm shown by the agents I met. The sales wagon is on the move and as long as we can sell it's the general opinion it will move faster each day. If every agent in the State feels the same our minimum goal will be achieved and passed.

May I suggest that if you have not done so that a good advertising program be started at once. The Northwest area is starting an extensive TV program in which each agent appears in person and presents Crop Insurance as he sees it for his county. This is an outstanding way to tell their farmers what Federal Crop Insurance protection really is. They are also setting up spot radio announcements plus newspaper ads. Thought I should pass this information along to other agents. I realize rates are prohibitive in many places for TV but then a more intensive newspaper campaign should be carried out.

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I believe that you should write your own newspaper ads. Get the local touch to them. Tell your farmers what you think they should know. Doing it in that way, your ads will be more interesting and they won't all be the same.

For instance, counties with large loss payments last year might want to write an ad around that. Or some may want to single out a large loss or two. Others, where it applies, can stress the increased durum plan and the fact that we will insure their total planted durum acres so there won't be such heavy losses if rust or any other damage occurs to it. Or if you insure most of the crops a farmer grows in your county you might find it interesting to get his total farming expense and then, by using the highest selections available show him how he can insure the total sum and sometimes also enough for his taxes and depreciation.

I am sure that each of you have more ideas on how to advertise and to keep Federal Crop Insurance before your farmers the rest of the sales time. As you well know we cannot guarantee how long that will be, so don't use the March 31 date at this time.

I wish you would send us a copy of each news ad, TV or radio script you use. But, all the advertising you do won't do the selling. That takes sales people and lots of them. Am pleased too the way some agents have and are finding good salesmen. Keep that search up so you have your own sales force ready to go as soon as the 1963 crops, coverages and rates are available.

The Agency system in North Dakota is doing itself proud and can do much more if each agent pushes instead of drags his feet.

Now that ASC has the 1962 feed program pretty well explained, I hope you will contact the county ASC committee or office manager

and get briefed on that program. Then you can discuss a farmer's operations with him and help him determine what he wants to do for 1962. By doing this you will be **giving** farmers an extra service which will pay off in time.

We want to prepare a weekly score sheet but are unable to get it out today because so many, in fact a large majority of agents and salesmen's reports did not get in this week. Regardless of previous instructions, from now on make out your weekly sales report to the State Office every Friday night so we get it on Monday or Tuesday at the latest. Anyone not sending in a report after this will have a zero after his name. Copies of this weekly report we make up will also go to Washington, so let's not have any more goose eggs. These reports are no more joking matters, we must get them. Please cooperate - - - Agents and Salesmen.

We will make up this report in the following order:

Name of Salesman or Agent	Crops Sold For Week	Est. Premium For Week	Crops Sold To Date	Est. Premium To Date
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As soon as you get this I want each of you to make up a list under these headings showing what you sold this week and estimated premium as well as going back over your records and giving us a total of all sales and estimated premiums made before this week. Our report receipts are in such a mess we cannot do it in here. Then each week thereafter it will be easy for you to report and we will be able to make up our report that will be a true picture of what is going on in North Dakota sales. We have little to be ashamed of so let's tell the Nation what we are doing.

As always, remember anything the State Office can do to help your sales effort will be done as soon as you tell us what you want. Only keep the sales wagon rolling and - - - - -

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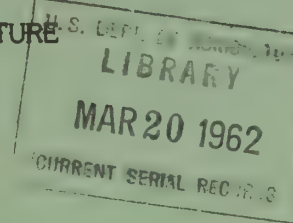
NODAK CROP INSURANCE

FARGO, NORTH DAKOTA

UNITED STATES DEPARTMENT OF AGRICULTURE

NEWS

1962 Edition No. 3



February 16, 1962

SALES - The attached report as of February 10 to the Washington Office shows that our plus figure has gone up by about 700 crops. This doesn't look too bad until you start figuring that 18 counties are offering 24 new crops for the first time in 1962 and in addition, 2 of our combined crop counties are offering crops that were not insured before and more crops are available on a separate crop basis in 2 other combined crop counties.

Past records indicate that, the first year a new crop is available is usually the best from the standpoint of volume and interest. However, this is not holding true this year. There are bright spots where new crops are really being sold but there are entirely too many black spots where we are not getting the expected volume that is needed to meet our goals.

We know that you are using letters, ads and other sales means but are you making all the necessary personal contacts? Take a look at your records and determine how many people you still need to contact in the remaining weeks of the sales campaign. That's your job - to contact them and to explain the guarantee that you have to offer. Do you have enough man-power to do the job? If not it's time you rounded up some. Your District Director has and will

help you in every way that he can but in the final analysis it will be the efforts that you put forth that will spell success or failure in your county. The sales wagon should be rolling everywhere.

I visited many counties again this week. Some agents I didn't get to see at all. They were out making contacts which is what all should be doing. It's the only way, new as well as old crops can be sold.

Those of you who feel it doesn't pay to contact will be pleasantly surprised at the business you can get once you really go out after it.

Time is slipping by fast and you can never get it back. So make the most of the remaining sales time.

If something happens to the 1962 crop in your county and you haven't explained the new protection to your farmers, you have failed in your duty to them and your county also. Many agents are doing an excellent job and I'm betting that you can too. Don't let me down.

REINSTATEMENTS - Please send them in so that all reach us by not later than February 20 - WITHOUT FAIL.

FORMS 812 - 812A - Please submit new applications and forms 812A providing for add-ons, changes, etc just as soon as you can. Remember there is no contract until we approve the application and make distribution.

COLLECTIONS - Checks are coming in every day. But let's not lose too many crops because of unpaid premiums on March 31. Work in collecting with selling.

ACREAGE REPORTS - A new form FCI-819 Rev. will be used for separate crop contracts. The same combined crop report will be used as was used in 1961. You will receive a small supply of Forms FCI-819 Rev. under separate cover. Order additional supplies as needed.

The Branch Office will head up both separate crop and combined crop reports for contracts in force on March 1 according to their records and will ship directly to agents so that you will receive headed up reports by about March 15. You will have to prepare reports for those that the Branch Office does not.

The new county office procedures pertaining to the new form FCI-819 Rev. should be studied carefully.

STATUS OF 1962 SALES CAMPAIGN (AS OF FEBRUARY 10, 1962)

COUNTY	In Force 1961	Cancelled For 1962 Rec'd S.O.	Sales Received S.O.	In Force 1962 To date	Gain or Loss
(KING'S AREA)					
Barnes	1,410	140	52	1,322	-88
Cass	1,626	197	55	1,484	-142
Dickey	572	143	47	476	-96
Griggs	248	40	55	263	+15
LaMoure	1,126	200	185	1,111	-15
Ransom	772	115	57	714	-58
Richland	1,118	96	54	1,076	-42
Sargent	556	139	31	448	-108
Steele	775	76	30	729	-46
Stutsman	2,196	239	234	2,191	-5
Traill	1,442	100	47	1,389	-53
TOTALS	11,841	1,485	847	11,203	-638
(THEXTON'S AREA)					
Benson	409	53	44	400	-9
Cavalier	696	85	64	675	-21
Eddy	173	33	33	173	0
Foster	389	38	26	377	-12
Grand Forks	1,346	198	386	1,534	+188
Nelson	408	42	73	439	+31
Pembina	830	64	29	795	-35
Ramsey	761	76	126	811	+50
Towner	584	36	31	579	-5
Walsh	1,195	139	69	1,125	-70
TOTALS	6,791	764	881	6,908	+117
(SCHONBERGER'S AREA)					
Bottineau	1,278	32	180	1,426	+148
Burke	175	8	85	252	+77
Divide	221	15	85	291	+70
McHenry	357	27	146	476	+119
McLean	829	85	98	842	+13
Mountrail	309	15	228	522	+213
Pierce	564	25	105	644	+80
Renville	266	8	94	352	+86
Rolette	528	21	46	553	+25
Ward	1,254	78	330	1,506	+252
Williams	1,553	67	170	1,656	+103
TOTALS	7,334	381	1,567	8,520	+1,186

STATUS OF 1962 SALES CAMPAIGN (AS OF FEBRUARY 10, 1962)

	In Force 1961	Cancelled For 1962 Rec'd S.O.	Sales Received S.O.	In Force 1962 To Date	Gain or Loss
<u>(OLSON'S AREA)</u>					
Burleigh	327	29	451	749	+422
Emmons	194	18	16	192	-2
Kidder	221	23	318	516	+295
Logan	234	13	87	308	+74
McIntosh	392	25	10	377	-15
Mercer	189	8	37	218	+29
Morton	511	42	138	607	+96
Oliver	156	13	22	165	+9
Sheridan	372	23	292	641	+269
Sioux	69	8	17	78	+9
Wells	408	46	56	418	+10
TOTALS	3,073	248	1,444	4,269	+1,196
<u>(MARKEL'S AREA)</u>					
Adams	155	41	21	135	-20
Bowman	74	22	24	76	+2
Dunn	162	47	15	130	-32
Golden Valley	151	17	1	135	-16
Grant	164	20	11	155	-9
Hettinger	215	38	121	298	+83
McKenzie	144	13	14	145	+1
Slope	81	22	7	66	-15
Stark	223	29	130	324	+101
TOTALS	1,369	249	344	1,464	+95
<u>(ALL AREAS)</u>					
King	11,841	1,485	847	11,203	-638
Thexton	6,791	764	881	6,908	+117
Olson	3,073	248	1,444	4,269	+1,196
Markel	1,369	249	344	1,464	+95
Schonberger	7,334	381	1,567	8,520	+1,186
TOTALS	30,408	3,127	5,083	32,364	+1,956

THEORY OF THE EARTH

BY J. H. VAN DIJK

PH.D. DEGREE

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FARGO, NORTH DAKOTA

UNITED STATES DEPARTMENT OF AGRICULTURE

NODAK CROP INSURANCE

NEWS

U.S. DEPT. OF AGRICULTURE
LIBRARY
MAR 20 1962

1962 Edition NO. 4

February 23, 1962

On Tuesday of this week we saw an outstanding example of American brains and determination. Who had more reason to give up and say the job couldn't be done than did Col. Glenn before he finally got off? But he sincerely believed that he would come through safely and that he could do all that was expected of him. He has plenty of what has made this country the greatest place on earth for man to live. Faith in God and in what he himself wanted to do. He never let the numerous postponements get him down. In other words, he knew the flight could be made and he never took no for an answer.

To me it seems that all of us in Crop Insurance ought to learn a lesson from Col. Glenn's splendid performance.

FIRST - we must firmly believe that Crop Insurance is important to Agriculture. The Colonel believed that his project was very important to the free world and to the U.S.

SECOND - we must have faith, too, in our ability to really present and explain Crop Insurance to farmers who do not now have it.

THIRD - we must be willing to work and work hard to achieve the quota of sales needed in 1962. We must show the same determination in our work as Col. Glenn did. He believed in his superiors and

all who worked so hard the past three years and he didn't let them down when he was called on in the least.

Crop Insurance would be much further ahead and be more accepted and sincerely appreciated if, over the years, we, out here in the field, had supported our headquarters office in Washington with more sales determination than we did. Surely under our present management, who are going all out to improve the product in every possible way, it's up to us to show the punch and effort needed to present it to our farmers.

Many of our agents and salesmen, too, should feel very satisfied by what went on Tuesday. They always believed that Crop Insurance had its place in our economy and work at it at all times. That shows up again this year in the large number of sales they got and are getting. If we meet our State quota on 1962 sales, I am sure that our Manager, Mr. Luft will be almost as pleased as President Kennedy is over Col. Glenn's success.

Most of you have submitted a sales report to us this week. Thanks a lot to all of you who have. Why can't the rest come in? Check the weekly report and you can see who still hasn't got enough ambition to make out one weekly report.

To everybody let me say that you have to keep on the road every day. In most places we still can, but look at what's happening to South Dakota and Southern Minnesota the past couple of weeks. How long can we be sure we won't get a lot of the same. Please don't ask for a sales deadline extension if we do get blocked roads. I won't ask Washington for it as we had very good roads all fall and winter so far.

CJH

